

Message Text

UNCLASSIFIED

PAGE 01 CARACA 04580 191720Z
ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 INT-05 MMO-04 /032 W
-----045136 200749Z /14

R 182109Z MAY 78
FM AMEMBASSY CARACAS
TO USDOC WASHDC
INFO SECSTATE WASHDC 2341

UNCLAS CARACAS 4580

E.O. 11652: N/A
TAGS: ECRP EIND VE
SUBJECT: COMMERCIAL REPORTING; BEST PROSPECTS

REF: STATE 117050; CARACAS (77) A-151; (78) A-18

1. REFTEL QUESTIONED WHETHER DELETION OF METALWORKING EQUIPMENT FROM LATEST BEST PROSPECTS REPORT WAS AN OVERSIGHT. YOUR POINT IS WELL TAKEN INASMUCH AS LATEST TARGET INDUSTRY PRINTOUT SHOWS SUBSTANTIAL INCREASES IN US EXPORTS OF US MACHINE TOOLS AND METALWORKING EQUIPMENT, FROM 36.8 MILLION IN 1975 TO 62.5 MILLION IN 1976, AND 73.8 MILLION IN 1977. THERE IS A SOLID BASE AND SUBSTANTIAL YEAR-TO-YEAR INCREMENTS.

2. HOWEVER, OMISSION WAS NOT AN OVERSIGHT. THERE WERE TWO BASIC REASONS FOR DELETING THIS THEME. AT THE TIME, LAST OCTOBER, WHEN THE BEST PROSPECTS REPORT WAS DRAFTED, WE HAD JUST FINISHED METALWORKING EQUIPMENT EXHIBITION; HAD HAD TWO TRADE MISSIONS, AND WERE ANTICIPATING AN NMTBA TRADE MISSION IN APRIL THIS YEAR. WE FELT THAT THIS THEME HAD REACHED SATURATION IN TERMS OF TRADE PROMOTION EVENTS. THEREFORE, WE TURNED TO CONSIDERATION OF OTHER POSSIBILITIES WHICH, INCIDENTIALLY, NOW HAVE BEEN INCORPORATED IN YOUR FY-80 PROGRAMMING. CAREFUL READING OF BOTH A-151 AND A-18 WILL DEMONSTRATE, WE BELIEVE, THAT THE NEW GOVERNMENT TO TAKE OFFICE IN EARLY 1979 AND THE REALITIES OF VENEZUELA'S ECONOMIC SITUATION WILL LEAD TO DE-EMPHASIZING

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OF HEAVY METALWORKING PROJECTS IN FAVOR OF SOCIALLY ORIENTED PROGRAMS.

THUS, WE DID NOT BELIEVE THAT IN THE 1980 TIME FRAME THERE WOULD BE SUBSTANTIAL INCREMENTS IN THE VENEZUELAN MARKET FOR MACHINE TOOLS AND METALWORKING EQUIPMENT.

3. RECOGNIZING OF COURSE THAT THE BEST PROSPECTS REPORT HAS PURPOSES

OTHER THAN TRADE PROMOTION EVENT PROGRAMMING, EMBASSY WOULD BE
PLEASED TO SUBMIT MATERIAL ON THIS THEME TO BE INSERTED IN THE BEST
PROSPECTS REPORT. HOWEVER, EMBASSY SUGGESTS THAT THIS ACTION BE TAKEN
AFTER RECEIPT OF THE CONTRACTED MARKET RESEARCH ON THIS THEME NOW
BEING PREAPRED BY TACHTICAL MARKETING LTD.
VAKY

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Message Attributes

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Decaption Date: 01 jan 1960
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